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9/22/58

# fashion calendar

january

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAFALGAR 9-2343

1958

18th YEAR • A WEEKLY PUBLICATION



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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### WEEK ENDING SATURDAY, SEPTEMBER 20, 1958

Friday Sept. 19 9:00 A.M. & 12:00 Noon	SEMI-ANNUAL IMPORT FASHION SHOW Fall Import Collection, with report by Carmel Snow, chairman Editorial Board, "Harper's Bazaar". Ready-to-wear co-chmn: Margaret de Mille and Edith Raymond. Prices: <u>Breakfast</u> --\$6.00 (members), \$8.50 (guests); <u>Luncheon</u> --\$8.00 (members), \$10.50 (guests). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
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Beginning Sunday Sept. 21	FOOD EDITORS CONFERENCE IN N.Y. Contact: Agnes Beck, 360 N. Michigan, Chicago, Ill.	AMERICAN NEWSPAPERS REPRESENTATIVES ASSN.	WALDORF-ASTORIA
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Sept. 21- Sept. 27	NATIONAL TIE WEEK. Contact: The Men's Tie Foundation, 432 Fourth Ave., MU. 3-8455.
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### WEEK BEGINNING MONDAY, SEPTEMBER 22, 1958

Monday Sept. 22 10:00 A.M.	SELECTION OF "NATIONAL SWEATER QUEEN" The press and trade will be invited to meet the "National Sweater Queen" at introduction of National Sweater Week. By invitation. Contact: Betty Tanner, Wool Bureau, PL. 7-5092; or Edward A. Brandwein, Knitted Outerwear Association, MU. 3-7520.	KNITTED OUTERWEAR FOUNDATION	SAVOY-HILTON HOTEL CRYSTAL ROOM
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Monday Sept. 22 10:00 A.M.	OPENING OF HOLIDAY & RESORT COLLECTION Samuel Winston's Holiday and Resort collection and Spring suits will be presented Sept. 22 at 10:00 A.M. and 4:30 P.M., Sept. 23 at 11:15 A.M.; Sept. 25 at 4:30 P.M. By invitation. Contact: CH. 4-2616.	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
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Monday Sept. 22 10:30 A.M.	OPENING: HOLIDAY AND RESORT COLLECTIONS Leonard Arkin's Holiday and Resort collection at 10:30 A.M.; Andrew Arkin's at 11:30 A.M. Thereafter at same time. Contact: Lois Lappor, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
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Monday Sept. 22 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his custom-order collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON
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Monday Sept. 22 12:00 Noon	OPENING OF HOLIDAY AND RESORT COLLECTION Showing of Talmack's Holiday and Resort collection, designed by John Moore. Contact: BR. 9-1195.	TALMACK, INC.	500 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 22 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Showing of Hattie Carnegie's Fall fashions. ( <u>Note Change Of Date.</u> ) Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Carnegie contact: PL. 5-2600.	HATTIE CARNEGIE	WALDORF-ASTORIA EMPIRE ROOM
Monday Sept. 22 1:15 P.M.	OPENING: HOLIDAY AND RESORT COLLECTION Showings on Sept. 22, 23 and 25 at 1:15. Contact: Marion Auley, LA.4-7690.	FRANK STARR	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Monday Sept. 22 3:00 P.M.	"SPECIAL EDITIONS" BY ANNE FOGARTY Showing of Anne Fogarty's Holiday and Resort "Special Editions" collection for Leonard Arkin & Son. Daily at 3:00 P.M. Contact: Nancy English, WI. 7-5335.	LEONARD ARKIN & SON	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday Sept. 22	OPENING OF RESORT AND SPRING KNITWEAR FASHIONS Showing of sweaters, dresses and ensembles. Continuous thereafter. Publicity: Margaret Hodge, PL. 5-7630.	IRWILL KNITWEAR CORP.	1372 BROADWAY SHOWROOM - 11TH FLOOR
Beginning Monday Sept. 22	OPENING: COAT AND SUIT COLLECTION "Grand Ten"--showing of new Paris-inspired coat and suit collection. Publicity: Ken Williams, 51 West 35th St., WI. 7-4471.	ICOVE & YOUNG	500 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday Sept. 23 9:00 A.M. Breakfast	PREVIEW OF HOLIDAY CUSTOM COLLECTION Martier-Raymond will present their Holiday custom collection to the press. By invitation. Publicity: Peggy Cantor Assoc., MU. 9-8542.	MARTIER-RAYMOND	36 CENTRAL PK. SO. SALON
Tuesday Sept. 23 10:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Oldric Royce will preview his Fall and Winter custom-order collection. By invitation only. Publicity: Nona James, MU. 5-4834.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Tuesday Sept. 23 11:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Custom-order furs by Emeric Partos will be presented to the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Beginning Tuesday Sept. 23	PETITE AND MISSES RESORT & SPRING LINE Opening of Resort and Spring collections of Petti-4 casual wear for the petite miss; and "Terry Rogers" misses sizes. Contact: CH. 4-3558.	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Beginning Tuesday Sept. 23	"A TRIBUTE TO BRITAIN"-- MERCHANDISE EXHIBIT "The British Fortnight"--comprehensive exhibit of British merchandise at Lord & Taylor. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR
Sept. 24	YOM KIPPUR--Jewish Day of Atonement (Wednesday).		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 25 11:30 A.M.	PREVIEW: HOLIDAY AND RESORT COLLECTION Designed by Belle and Will Saunders. By invitation. Trade showings, Sept. 29, 30, Oct. 1 and 2 at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER	530 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Thursday Sept. 25 12:00 Noon Luncheon	PRESS PREVIEW: CUSTOM FUR FASHIONS Ritter Brothers will present a private showing for the press of furs designed by Leo Ritter. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS	HOTEL PLAZA BALLROOM
Thursday Sept. 25 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Branell's Fall fashions, available at Best & Co. Press by invitation. Public by reservation; contact: "Banquet Dept.", FL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BRANELL (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 25 3:30 P.M. Cocktails	PREVIEW: NEW DYE PROCESS Arnold, Hoffman & Co., a subsidiary of Imperial Chemical Industries, Ltd., London, will preview color effects attained with their new fiber-reactive dyes--"Procion." By invitation only, to press, designers and stylists. Contact: Frances Van Hall, MU. 2-3326.	ARNOLD, HOFFMAN & CO. (PROVIDENCE, R.I.)	HOTEL ROOSEVELT MADISON ROOM
Thursday Sept. 25 4:00 P.M. Cocktails	PRESS PREVIEW: MILLINERY AND CUSTOM GOWNS Cesar Rubio and Juliette will preview "La Petite Collection" of millinery and custom made gowns to press and customers. By invitation. Contact: PL. 5-5860. Publicity: Peggy Cantor Assoc., MU. 9-8542.	CESAR RUBIO; & JULIETTE	44 EAST 50TH STREET SALON
Thursday Sept. 25 4:00 P.M.	PREVIEW: HOLIDAY & RESORT PETITE FASHIONS Designed by Loet van der Veen. By invitation. Trade showings, Sept. 29, 30, Oct. 1 and 2 at 4:00 P.M. Publicity: Betty Yarmon, LO. 4-9194.	MORT SCHRADER "JEUNES PETITES"	530 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Thursday Sept. 25 5:00 P.M.	PRESS PREVIEW: HOLIDAY AND RESORT COLLECTION Ceil Chapman will present her Holiday and Resort collection to the press. By invitation. Thereafter at 2:30 P.M. Contact: LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Thursday Sept. 25	OPENING OF HOLIDAY AND RESORT COLLECTION Opening of Holiday and Resort dress collection. Continuous thereafter. Contact: Gerry Duncan, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Friday Sept. 26 12:00 Noon Luncheon	"THE AMERICAN LOOK IN GLASS" Discussion and exhibits of what's new in glass for the table, kitchen, decorative accessories and fabrics. Price: \$6.50 (members); \$7.50 (guests). Contact: Josephine Brush, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (762 LEXINGTON)	HOTEL ROOSEVELT GRAND BALLROOM
Sunday Sept. 28 1:00 P.M. Brunch	FUR FASHIONS AT SUNDAY BRUNCH "Pink Champagne and Roses"--fur fashions by Capucci. Hair Styles: Carita. Reservations--\$3.75; contact: Mr. Gilbert, CI. 6-7700. Publ.: Capucci and Carita--Ruth Hammer Assoc., El. 5-7872. Fashion Show Director: Peggy Cantor Assoc., MU. 9-8542.	CAPUCCI OF ROME FOR DAVID; CARITA	HAMPSHIRE HOUSE FOUNTAIN ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 29 10:30 A.M. Coffee	PRESS PREVIEW OF NEW SIZE RANGE Lane Bryant will preview a new size range "Minums" to the press. By invitation. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	10TH FLOOR
Monday Sept. 29 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS Trigere's Fall collection during luncheon, available at Bonwit Teller. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 5-1000. Sheraton-East Fashion Director: Mary Alice Rice, CI. 6-1790.	TRIGERE, INC. (550 SEVENTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
Monday Sept. 29 2:30 P.M.	PREVIEW OF RESORT SHIRTS AND SEPARATES Haymaker will preview their Resort shirts and separates designed by Ricci. By invitation. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday Sept. 29 4:00 P.M. Cocktails	PREVIEW: HOLIDAY AND RESORT LEATHER COLLECTION Preview for press of Holiday and Resort leather sportswear and ensembles. For press and buyers. By invitation. Publ.: Rosemary Sheehan, MU. 5-1280.	SAMUEL ROBERT, INC. (1407 BROADWAY)	OPERA LUNCHEON CLUB MET. OPERA HOUSE
Tuesday Sept. 30 9:00 A.M. Breakfast	PRESS PREVIEW: RESORT & SPRING COLLECTION John Weitz will present "American Potpourri" for Resort and Cruise wear, a boutique collection of American casual clothes. By invitation. Contact: Miss Arlene, LO. 3-4920.	JOHN WEITZ OF PRINTZESS SQUARE	HAMPSHIRE HOUSE COTTAGE
Tuesday Sept. 30 10:00 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER FURS Showing of Fall and Winter fur collection. By invitation. Contact: Mrs. S. K. Steffen, CI. 7-1388. Publ.: Vera Bacal-Fredy Schey, PL. 3-8421.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
Tuesday Sept. 30 12:00 Noon Luncheon	SWIMWEAR FASHIONS AT LUNCHEON SHOWING Preview of the Rose Marie Reid 1959 swimsuit collection to press and buyers. By invitation. Publ.: Virginia Dickson at Rose Marie Reid, PE. 6-6275.	ROSE MARIE REID, INC. (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Tuesday Sept. 30 2:45 P.M. East 42 St. Terminal	PRESS TRIP TO MONTREAL: INTRODUCING "TRAPEZE" Parfums de Corday will introduce their newest perfume, "Trapèze" during a gala fete at the Ritz Carlton Hotel in Montreal, Canada. Corday's flagship "The Flying Trapeze" will leave from Idlewild Airport at 4:00 P.M. and return to New York at 12:00 Midnight. ( <u>Note Change Of Date.</u> ) By invitation. Publicity: Constance Hope, PL. 7-0515.	PARFUMS DE CORDAY	RITZ CARLTON HOTEL MONTREAL, CANADA
Tuesday Sept. 30 6:30 P.M.- 9:30 P.M.	WEEKLY FASHION CAREER COURSE Subject: "In The Branches Of Accessories". Moderator: Esther Lyman, "Harper's Bazaar". Panel: David Evins, Evins Inc.; Janet Sloane, Madcaps Co.; Elizabeth Strauss, Morris Moskowitz Corp.; Roger Van Schoyek, Roger Van S Inc. Each session: \$2.50 (except Nov. 25, \$3.50). Chairman: Jeanne Pierre. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	29 WEST 39TH STREET ENG. SOC. AUDITORIUM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 1 9:00 A.M. Coffee	PREVIEW: HOLIDAY & RESORT FUR-TRIMMED COLLECTION Preview of Holiday and Resort collection of fur-trimmed coordinates and boutiques. By invitation. Publicity: Peggy Cantor Assoc., MU. 9-8542.	LEITMAN FURS, INC. (HOUSE OF JULES)	130 WEST 30TH STREET SHOWROOM
Wednesday Oct. 1 12:00 Noon Cocktails- Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON Presentation of 16 awards from 4 countries for diamond jewelry design, chosen from sketches submitted anonymously to committee: Mrs. Gary Cooper, Mrs. George C. McGhee, Mrs. Perle Mesta, Mrs. Walter Paepcke, Miss Eugenia Sheppard. <u>Cocktails</u> , 12:00 Noon, Empire Room; <u>Luncheon</u> , 12:30 P.M., Sert Room. By invitation. Contact: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	WALDORF-ASTORIA EMPIRE & SERT ROOMS
Wednesday Oct. 1 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON MEETING Vera Maxwell will present her Fall fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Andre", TE. 8-8000. Vera Maxwell contact: Virginia Dickson, IO. 3-4358.	VERA MAXWELL (530 SEVENTH AVENUE)	HOTEL PIERRE ROOF GARDEN
Wednesday Oct. 1 3:30 P.M. Cocktails	PREVIEW OF RESORT AND SUMMER SWIMSUITS Preview of 1959 swimsuit collection. <u>Showing at 4:00 P.M.</u> By invitation. Contact: Marion Cherry, at Diamond-Barnett, 6 East 45th St., MU. 2-7025.	ROXANNE SWIM SUIT CO.	SAVOY-HILTON HOTEL SAVOY ROOM
Wednesday Oct. 1 4:00 P.M.	PREVIEW: CARVEN READY- TO-WEAR COLLECTION Copies of Carven-designed Paris fashions for juniors, exclusive with "Miss Bergdorf". By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR "MISS BERGDORF" SHOP
Wednesday Oct. 1 4:30 P.M. Cocktails	PREVIEW OF FASHIONS IN NEW FABRICS "Solo's In Silk"--showing of A.P. Silk's new fabrics in fashions by leading designers. <u>Showing at 5:00 P.M.</u> For press and buying offices, by invitation. <u>Beginning Mon., Sept. 29 - Oct. 3</u> "Fourth Annual Cherry Blossom Festival"-- showing of silk fabrics to the trade at showroom, 1412 Broadway. Contact: Countess Denise Dolfin, IO. 4-3335. Publicity: Ken Williams, JU. 6-8217.	A.P. SILK CO., INC. (1412 BROADWAY)	OPERA LUNCHEON CLUB MET. OPERA HOUSE
Wednesday Oct. 1 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD Sixteenth annual Coty American Fashion Critics' Award to fashion designers, designated by a jury of fashion editors. <u>Presentation and fashion show at 9:00 P.M.</u> By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.

RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>WEDNESDAY, OCT. 1</u>			
Davidow. . . . .	By appointment. . . . .	550	7th, FE. 6-6909
<u>MONDAY, OCT. 6</u>			
David M. Goodstein, Inc. . . . .	10:30 A.M. . . . .	498	7th, LA. 4-2577
<u>TUESDAY, OCT. 7</u>			
Lloyd Weill . . . . .	10:30 A.M. . . . .	498	7th, IO. 5-3041
<u>WEDNESDAY, OCT. 8</u>			
Zoltan Rosenberg. . . . .	2:30 P.M. . . . .	550	7th, LA. 4-6691



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 2 2:30 P.M.	PRESS PREVIEW: CRUISE AND SUMMER SWIMSUITS Robby Len will present their Cruise and Summer swimsuit collection. Showing at 9:30 A.M. By invitation. Publicity: Gladys Steiner, Lester Harrison, Inc., PL. 1-6630.	ROBBY LEN FASHIONS (1410 BROADWAY)	WALDORF-ASTORIA LOUIS XVI SUITE
Thursday Oct. 2 2:30 P.M.	PRESS PREVIEW: RESORT AND SPRING DRESSES David Crystal's Resort and Spring dresses will be previewed to the press and resident buyers. By invitation. Trade 10:30 A.M., Monday through Thursday. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Oct. 2 2:30 P.M.	OPENING OF RESORT COLLECTION Showing of Clare Potter's Resort collection Oct. 2, 3, 7, 8 and 9. By appointment. Contact: CH. 4-2659.	CLARE POTTER	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday Oct. 2 3:30 P.M.	PRESS PREVIEW: RESORT SWIMSUIT COLLECTIONS Preview of Resort swimsuit collections for the press. ( <u>Note Change Of Date.</u> ) By invitation. Publicity: Caltex--Betty Satyn; Flexees--Wynne McGovern, MU. 9-2100.	FLEXEES, INC.; CALTEX OF CALIFORNIA	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Monday Oct. 6 4:00 P.M. Cocktails	PREVIEW OF SPRING AND SUMMER COLLECTION Preview of Fontana's Spring and Summer collection. Micole Fontana will be present, introducing designer Goiai. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA WHITE & GOLD SUITE
Beginning Monday Oct. 6	OPENING: RESORT AND SPRING SUIT COLLECTION Continuous showings. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Beginning Monday Oct. 6	OPENING: RESORT AND SPRING COLLECTION Continuous daily showing of Resort and Spring sportswear collection designed by Toni Owen. Contact: Jeanne Hess, LO. 4-4585.	OWEN-MORGAN, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Oct. 7 8:00 A.M. Breakfast	PREVIEW: "MEDITERRANEAN SUNLANE VOYAGERS" A showing of Cruise-wear in Cohama fabrics of Gelanese Arnel tri-acetate. Presented in cooperation with American Export Lines. Showing at 8:30 A.M. By invitation. Contact: Dorothy Wallace, MU. 9-6000.	COHAMA; & CELANESE CORP. OF AMERICA	500 CLUB-15TH FLOOR 500 SEVENTH AVENUE
Tuesday Oct. 6 10:00 A.M. Breakfast	1959 CRUISE & SPRING SWIMSUITS & SUNCLOTHES Jantzen will present their 1959 Cruise-Spring swimsuit and sunclothes collections, inspired by the Jet Age, inaugurated by Pan American's Jet Clippers. By invitation to press and buyers. Contact: Lillian Zmania, OX. 7-0811.	JANTZEN, INC. (261 MADISON AVENUE)	PAN-AMER. HANGER #14 IDLEWILD AIRPORT
Tuesday Oct. 7 10:30 A.M.	OPENING: RESORT AND SPRING COLLECTION Showing of Lloyd Weill and Wiley Petites fashions at 10:30 A.M., Oct. 7, 8, 13, 14, 15, 20, 21, 22 and 28. Contact: Eleanor Rose, LO. 5-3041.	LLOYD WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 7 12:00 Noon Luncheon	PREVIEW: RESORT AND SPRING COLLECTION Alison will present their Resort and Spring collection. By invitation. Daily thereafter at 12:00 Noon. Contact: Jean Beck, PE. 6-6983.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Oct. 7 12:00 Noon	OPENING: COUTURE RESORT AND SPRING FASHIONS Showing of daytime, cocktail and evening fashions. Daily at 12:00 Noon. By reservation. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday Oct. 7 2:30 P.M.	OPENING: HOLIDAY AND RESORT COLLECTION Showing of Holiday and Resort collection daily at 2:30 P.M. By reservation. Contact: LO. 4-2155.	CLAIRE McCARDELL CLOTHES BY TOWNLEY	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Oct. 7 3:30 P.M. Cocktails	FRENCH IMPORTS AND CUSTOM ORIGINALS Fall and Winter fashions by Pierre Cardin, Jean Desses, Jacques Heim, Lanvin-Castillo, Guy La Roche; also custom originals. By invitation. Publicity: Mary Alice Rice, CI. 6-1790.	VALIA'S BOUTIQUE (72 E. 56TH ST.)	HOTEL STANHOPE 5TH AVE., & 81ST ST.
Tuesday Oct. 7 4:00 P.M. Cocktails	PREVIEW: RESORT AND SPRING COLLECTION Preview for press of McMullen's Resort and Spring collection of dresses and coordinates. By invitation. Continuous daily thereafter. Contact: Esther Reifer, OX. 5-4270.	McMULLEN	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Wednesday Oct. 8 9:00 A.M. Breakfast	PRESS PREVIEW: RESORT AND CRUISE FASHIONS Greta Plattry will present their Resort and Cruise sportswear collection of beachwear, sportswear and dresses. By invitation. Daily thereafter in showroom. Publicity: Margaret Hodge, 15 East 48th Street, PL. 5-7630.	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	500 CLUB - 15TH FLOOR 500 SEVENTH AVENUE
Wednesday Oct. 8 2:30 P.M.	OPENING: RESORT AND SPRING COLLECTION Showing of daytime fashions designed by Vera Stewart. By appointment. Daily thereafter at 2:30 P.M. Contact: LA. 4-6691.	ZOLTAN ROSENBERG	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday Oct. 8 2:30 P.M.	PRESS PREVIEW: BRIGANCE RESORT COLLECTION Preview of the Brigance Resort collection for the press. By invitation. Trade showings at 2:30 P.M., Oct. 9, 14 and 16. Contact: LO. 3-1534.	SPORTSMAKER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Oct. 8 3:30 P.M.	PRESS PREVIEW OF CRUISE COLLECTION Preview of Cruise collection. By invitation. Thereafter at 10:30 A.M. Contact: LO. 5-7514. Publ.: Maxwell-Gray, 527 Lexington Ave., PL. 3-5556.	TINA LESER	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday Oct. 8 5:00 P.M. Cocktails	PRESS PREVIEW: MISSES AND JUNIOR SWIMWEAR Preview of the Cole of California junior and misses collection of swim- wear; also sundress fashions. By invitation. Contact: Sanford Worth, BR. 9-2886.	COLE OF CALIFORNIA (1407 BROADWAY)	SAVOY-HILTON HOTEL SAVOY ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 9 9:00 A.M. Breakfast	PREVIEW: CRUISE RAINWEAR COLLECTION John Weitz will present the "ubiquitous everywear" coat collection--a new look in rainwear. By invitation. Contact: Phyllis Ledett, LA. 4-7942.	JOHN WEITZ FOR MARCH & MENDL	512 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Oct. 9 12:00 Noon	HOME FURNISHINGS LUNCHEON MEETING Chairman: Maude Basserman. (More details later). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Friday Oct. 10 11:00 A.M.	OPENING PREVIEW: RESORT AND SPRING COLLECTION By invitation and reservation. (Note Change of Date.) Trade showings, Oct. 14, 21, 28 at 11:00 A.M. Contact: Liz Bechtol, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday Oct. 13- Oct. 19	THE NEW YORK ANTIQUES FAIR Exhibit by 125 antique dealers of objects from all parts of the world, emphasizing Americana. Hours: 1:00 - 11:00; Sunday--2:00-7:00. Admission: \$1.50 (opening day \$2.00). Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	71ST INFANTRY ARMORY PARK AVE. & 34TH ST.
Tuesday Oct. 14 12:00 Noon	SPRING COLLECTION BY LUIS ESTEVEZ Preview for the press of Resort and Spring fashions, designed by Luis Estevez. By invitation. Thereafter at 12:00 Noon. Contact: LO. 4-5820.	GRENELLE-ESTEVEZ, LTD.	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Oct. 14 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING FASHIONS Resort and Spring '59 fashions at preview for press and resident buying offices. By invitation. Contact: Vera Holton, BR. 9-1972.	WHITE STAG (1407 BROADWAY)	HOTEL PIERRE GRAND BALLROOM
Wednesday Oct. 15 9:00 A.M. Breakfast	PRESS PREVIEW OF COUTURE JEWELRY Fenseleau will present their Holiday and Resort couture jewelry to the press. By invitation. Thereafter in showroom. By appointment. Contact: CH. 2-5982. Publicity: Peggy Cantor, Assoc., MU. 9-8542.	FENSELEAU (15 W. 16TH STREET)	HARWYN CLUB 112 E. 52ND STREET
Wednesday Oct. 15 12:00 Noon Luncheon	RIBBON FASHION AWARDS LUNCHEON Special awards to designers in the dress, millinery, and lingerie fields for skillful use of ribbon in their fashions. By invitation. Publicity: Alfred Davidson Assoc., 38 E. 57th Street, PL. 5-0868.	RIBBON FASHION ASSOCIATES	HOTEL PLAZA TERRACE ROOM
Wednesday Oct. 15 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING COLLECTION Dan Keller will present his Resort and Spring collection of casual dresses and ensembles, designed by Liz Claiborne. By invitation. Thereafter in showroom. Publicity: Margaret Hodge, 15 East 48th Street, PL. 5-7630.	DAN KELLER CO., INC.	500 CLUB - 15TH FLOOR 500 SEVENTH AVENUE
Monday Oct. 20 4:00 P.M.	PRESS PREVIEW OF SPRING FASHIONS Preview of Hannah Troy's Spring collection. By invitation. Showings thereafter, Oct. 21, 22, 23, 28, 29, 30. Nov. 4, 5 and 6 at 1:00 P.M. Publicity: Barbara McGinniss, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 20 4:00 P.M. Cocktails	PREVIEW OF AMERICAN DESIGNED FASHIONS The American Rayon Institute will salute New York as a "Port of Fashion Authority", highlighting world-inspired American designed fashions for apparel and the home. Showing at 4:30 P.M. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	AMERICAN RAYON INSTITUTE	SHERATON-EAST HOTEL BALLROOM

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

(The Member Firms of the Fashion Originators' Guild Will Introduce Their Spring Collections in a Three-Day Opening Period - Oct. 20 - 22)

Beginning Monday Oct. 20	BEN BARRACK, INC. . . . .	498	7th Ave. ( 7 Fl.) . . . .	LO. 4-3923
	HARVEY BERIN LTD. . . . .	530	7th Ave. ( 7 Fl.) . . . .	PE. 6-0206
	BRANELL. . . . .	530	7th Ave. (27 Fl.) . . . .	PE. 6-6983
	WM. FOX-VISIONI CORP. . . .	498	7th Ave. (18 Fl.) . . . .	CH. 4-2659
	ED GERRICK, INC. . . . .	550	7th Ave. ( 7 Fl.) . . . .	LO. 4-1820
	A. GOODMAN & CO., INC. . . .	530	7th Ave. (17 Fl.) . . . .	WI. 7-4076
	DAVID E. GOTTLIEB, INC. . . .	530	7th Ave. ( 4 Fl.) . . . .	LO. 5-2727
	GRABOIS. . . . .	498	7th Ave. ( 5 Fl.) . . . .	CH. 4-2767
	GROBE ORIGINALS, INC. . . .	498	7th Ave. (16 Fl.) . . . .	BR. 9-8394
	HARMAY. . . . .	498	7th Ave. (22 Fl.) . . . .	PE. 6-5547
	MYRON HERBERT, INC. . . . .	530	7th Ave. (20 Fl.) . . . .	LO. 4-6830
	JOBERE, INC. . . . .	530	7th Ave. (20 Fl.) . . . .	PE. 6-1938
	JUNIOR SOPHISTICATES CO. . . .	498	7th Ave. ( 4 Fl.) . . . .	LO. 4-0462
	NAT KAPLAN, INC. . . . .	498	7th Ave. (21 Fl.) . . . .	LO. 5-4115
	DAVID LEVINE CO. . . . .	530	7th Ave. (21 Fl.) . . . .	LA. 4-0237
	ROSALIE MACRINI, INC. . . . .	550	7th Ave. (11 Fl.) . . . .	CH. 4-2655
	PAUL PARNES CORP. . . . .	498	7th Ave. (10 Fl.) . . . .	CH. 4-4600
	RUDOLF GOWNS. . . . .	530	7th Ave. (12 Fl.) . . . .	WI. 7-6865
	MARTIN SIMON, INC. . . . .	498	7th Ave. ( 7 Fl.) . . . .	LA. 4-2877
	HERBERT SONDHEIM, INC. . . .	530	7th Ave. (20 Fl.) . . . .	LA. 4-7540
	SUZANNE AUGUSTINE, INC. . . .	1 W.	47th St. ( 7 Fl.) . . . .	PL. 7-3465
	HANNAH TROY, INC. . . . .	530	7th Ave. ( 2 Fl.) . . . .	LO. 3-0988
	SAMUEL WINSTON, INC. . . . .	530	7th Ave. (11 Fl.) . . . .	CH. 4-2617
	Contact: Leonard Gendler, 1440 Broadway, CH. 4-6945.			

Tuesday Oct. 21 10:00 A.M.	OPENING OF SPRING COLLECTION The Adele Simpson Spring collection at 10:00 A.M. on Oct. 21, 22, 23, 28, 29, 30, Nov. 4, 5, 6. By invitation. Contact: Ann Smith, LA. 4-7626.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
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Tuesday Oct. 21 11:00 A.M. Buffet	PREVIEW: HOLIDAY, RESORT AND SPRING MILLINERY Miss Mary will present her Holiday, Resort and advance Spring millinery collection to the press and buyers. By invitation. Publicity: Maud Moody, 240 Madison Ave., LE. 2-5562.	MISS MARY	37 WEST 57TH STREET SAION
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Tuesday Oct. 21 4:00 P.M.	PREVIEW: CRUISE, RESORT AND SPRING FASHIONS Harmay will present their collection of dresses, costumes and suits. By invitation. Daily thereafter at 4:00 P.M. Contact: PE. 6-5547. Publicity: Pauline Greene, Charles J. Charney, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 21 4:00 P.M.- 6:00 P.M. Tea	MILLINERY SHOW: SALUTE TO THE UNITED NATIONS "International Millinery Day"---a showing of hats by the Millinery Creators of America for benefit of American Association for United Nations. Tickets: \$7.50. Contact: EL. 5-3000. Publicity: Mark Foster at Communications Counselors, OX. 7-7330.	MILLINERY INSTITUTE OF AMERICA	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Oct. 22 11:30 A.M.	PRESS PREVIEW: SPRING COATS & SUITS George Carmel's Spring coat and suit collection at preview for the press. By invitation. Trade showings thereafter Oct. 28, 29, 30, Nov. 4, 5, 6, 11, 12 and 13 at 10:30 A.M. Contact: Estelle Schwarz, LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Wednesday Oct. 22 1:15 P.M.	OPENING: SPRING COLLECTION Sylvia Kaplan will present her collection of daytime, late day dresses and ensembles. By reservation. <u>Daily thereafter</u> at 1:15 P.M. Contact: Genevieve Cawley, LO. 5-4115. Publicity: Rose Hilton, MU. 5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Oct. 22 3:00 P.M. Cocktails	PREVIEW: "CHRISTINA" DRESS COLLECTION Tina Leser will present her new "Christina" dress collection to the press. By invitation. <u>Daily thereafter</u> at 10:30 A.M. Contact: LO. 5-7514. Publicity: Maxwell-Gray, 527 Lexington Ave., PL. 3-5556.	TINA LESER	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Oct. 23 12:00 Noon Luncheon	SPRING AND SUMMER FABRICS LUNCHEON Co-chairmen: Ann Boucher and Vee Rafdal. (More details later). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Tuesday Oct. 28 11:00 A.M.	PREVIEW OF SPRING COATS AND SUITS Seymour Fox will present his Spring coat and suit collection to the press. By invitation. Showings thereafter Nov. 4 and 11 at 10:30 A.M. By appointment. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday Oct. 29 10:30 A.M.	OPENING OF SPRING COLLECTION Arthur Jablow will present his Spring collection of coats, suits and ensembles. By reservation. <u>Daily thereafter</u> at 10:30 A.M. Contact: Lee Jablow, LA. 4-3404. Publicity: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Oct. 30 11:00 A.M.	PREVIEW OF SPRING COAT & SUIT COLLECTION Preview of Frank Gallant's coats and suits to the press. By invitation. <u>Trade showings from Tues., Nov. 4th daily except Friday.</u> (Time will be announced.) Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT, INC.	205 W. 39TH STREET SHOWROOM - 5TH FLOOR
Thursday Oct. 30 12:00 Noon Luncheon	PREVIEW: RESORT, SPRING AND SUMMER COLLECTION Preview of Queen Casuals collection of action sportswear and beach fashions for the press. By invitation. Contact: Miss Muriel, WI. 7-1381. Publ.: Stanley Goodman at Daniel & Charles, 185 Madison Avenue, MU. 6-7288.	QUEEN CASUALS (1410 BROADWAY)	HOTEL PLAZA BAROQUE ROOM



MUSIC...MOVIES...THEATRE

- Thursday  
Sept. 18 PREMIERE: "CAT ON A HOT TIN ROOF" (Movie) RADIO CITY MUSIC HALL, 50TH & 6TH  
Based on Tennessee Williams' play, Elizabeth Taylor, Paul Newman and Burl  
Ives will star in the MGM Metrocolor movie. Producer: Lawrence Weingarten.  
Director: Richard Brooks. Costumes: Helen Rose. Publicity: MGM--Dan  
Terrell, JU. 2-2000; Music Hall--Fred Lynch, CI. 6-4600.
- Monday  
Sept. 22- SECOND WEEK: THE AMERICAN BALLET THEATRE, MET. OPERA HOUSE, B'WAY & 39TH  
Sept. 27 Mon., Sept. 22: Theme and Variations, Journey, Pas de Deux, Interplay.  
Tues., Sept. 23: Miss Julie, Jardin Aux Lilas, Black Swan, Graduation Ball.  
Wed., Sept. 24: Design With Strings, Giselle (2 Acts), Interplay. Thurs.,  
Sept. 25: Swan Lake, Variations For Four, Journey, Concerto. Fri. Sept. 26:  
Petrouchka, Pas de Deux, Tristan and Isolde, Sylphides, Gala Performance.  
Sat., Sept. 27: Swan Lake, Fall River Legend, Judgment of Paris, Helen of  
Troy. Publicity: Margaret Carson, TE. 8-2288.
- Tuesday  
Sept. 23- FINAL WEEK: NEW YORK CITY BALLET N.Y. CITY CENTER, 131 WEST 55TH STREET  
Sept. 28 Tues., Sept. 23: Square Dance, Orpheus, Pas de Trois-Glinka, Stars and  
Stripes. Wed., Sept. 24: Swan Lake, The Cage, New Pas De Deux, Bourree  
Fantasque. Thurs., Sept. 25: Interplay Illuminations, New Pas De Deux,  
Western Symphony. Fri., Sept. 26: Serenade, Pas de Dix, Prodigal Son,  
Symphony In C. Sat. Mat., Sept. 27: Swan Lake, Agon, Pas De Troix (Glinka),  
Fanfare. Sat., Eve., Sept. 27: Square Dance, Firebird, Pas De Dix, Bourree  
Fantasque. Sun., Mat. Sept. 28: Four Temperaments, Swan Lake, Allegro  
Brillante, Pied Piper. Sun., Eve., Sept. 28: Divermento No. 15, Agon, New  
Pas de Deux, Symphony In C. Publicity: Phillip Bloom, CH. 4-5185.
- Tuesday  
Sept. 30 OPENING: "A SWIM IN THE SEA" LYCEUM THEATRE, 149 WEST 45TH STREET  
Robert E. Griffith and Harold S. Prince, in association with Shirley Ayers,  
will present the new Jess Gregg drama involving family problems. Starring:  
Fay Bainter with Carol Stone, Inga Swenson and Jane Romano. Publicity:  
Reuben Rabinovitch, LA. 4-1839.
- Wednesday  
Oct. 1 OPENING: "HANDFUL OF FIRE" MOROSCO THEATRE, 217 WEST 45TH STREET  
David Susskind and the Playwrights' Company will present a new "love story  
comedy-drama" by N. Richard Nash. Co-starring Roddy McDowell and James  
Daly, with Joan Copeland. Sets & Lighting: Jo Mielziner. Costumes: Lucinda  
Ballard. Director: Robert Lewis. Publ.: Arthur Cantor, CI. 6-6495.
- Thursday  
Oct. 2 OPENING: "A TOUCH OF THE POET" HELEN HAYES THEATRE, 165 W. 46TH STREET  
The Eugene O'Neill play will co-star Helen Hayes, Betty Field, Eric Portman  
and Kim Stanley. Producer: Robert Whitehead. Director: Harold Clurman.  
Sets: Ben Edwards. Publicity: Barry Hyams, CO. 5-4784.
- Tuesday  
Oct. 7 PREMIERE: "THE OLD MAN AND THE SEA (Movie) THE CRITERION, B'WAY & 45TH ST.  
Warner Bros. will present Ernest Hemingway's prize-winning novel, starring  
Spencer Tracy with Felipe Pazon. Director: John Sturges. Producer: Leland  
Hayward. Publ.: Eve Siegel, CI. 6-1000.
- Wednesday  
Oct. 8 OPENING: "DRINK TO ME ONLY" ADELPHI THEATRE, 152 WEST 54TH STREET  
George Ross, in association with John Robert Lloyd, will present the new  
comedy by Abram S. Ginnes and Ira Wallach, starring Tom Poston. Director:  
George Abbott. Sets and Lighting: John Robert Lloyd. Costumes: Julia Sze.  
Publicity: Madi Blitzstein, BR. 9-5906.